

Online Learning Experience (OLE) Planning Grid - ITEC 7480 & 7481

Curriculum Standards (applicable to k12 only): <i>For Marketing Principles Course</i>			
<ul style="list-style-type: none"> MKT-MP-1 Examine marketing principles in relation to the free enterprise system and the global environment. MKT-MP-3 Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy. 			
Student Objectives/Outcomes:	Bloom's Level:	Activities:	Assessments:
1. Examine marketing in relation to the economy. 2. Develop foundational understanding of marketing concepts.	Remembering	<ul style="list-style-type: none"> Important Vocabulary Terms Intro to Marketing/What is Marketing Notes Marketing Mix Reading, Notes & Video Seven Functions Reading & Notes Marketing Concept Notes Market/Segmentation Notes & CBS Video 	<ul style="list-style-type: none"> Students will be assessed formatively for completion of the unit note taking guide. Students are expected to have 100% of their note-taking guide completed. Students will be assessed with an end of unit test that will calculate as a summative grade. The test will have 15 matching questions, 25 multiple choice questions and 2 short answers questions. 70% or above shows mastery. Students who do not show 70% or above will retest after an additional review session.
3. Classify examples as a function of the functions of marketing 4. Classify consumer characteristics in relation to market segments. 5. Explain how examples illustrate components of the marketing mix.	Understanding	<ul style="list-style-type: none"> Market Segmentation Activity [Students complete worksheet on which they classify consumer characteristic as segmentation types and match target markets to retailers] Seven Functions Project [Students make a wheel with 7 sections and give a short explanation of the functions, and include at least 5 pictures that are either drawn or cut from magazines that illustrate the function] Marketing Mix Project [Students create a representation of the 4 major categories that make up the marketing mix, find 2 examples of each category and explain why and how each picture illustrates the specific element of the marketing mix] 	<ul style="list-style-type: none"> Students will be assessed formatively by teacher feedback on Segmentation Worksheet to see if student classified consumers into market segments correctly. 70 % or above shows mastery. Students will be assessed summatively on Seven Functions Project by teacher feedback on Seven Functions Rubric. 70% or above shows mastery. Students who do not show 70% or above will complete an additional module for remediation. Students will be assessed summatively on Marketing Mix Project by teacher feedback on Marketing Mix Rubric. 70% or above shows mastery. Students who do not show 70% or above will complete an additional module for remediation.
6. Use the marketing concept in a real world application	Applying	<ul style="list-style-type: none"> Lemonade Stand Activity [Students will play the Lemonade Stand Game online and experiment with changing the recipe and ingredients (Product), location (Place), Cost Per Cup (Price), and Advertising (Promotion) to see the ways in which choices in the marketing mix components can/will change sales] 	<ul style="list-style-type: none"> Students will be formatively assessed by turning in 25 days of successful completion of Lemonade Stand. Students are expected to make a positive profit and show how they adjusted marketing mix as necessary to do so.
7. Analyze how the decisions in the marketing mix are applicable to the marketing concept and economy.	Analyzing	<ul style="list-style-type: none"> Lemonade Stand Reflective Essay [Students will complete a reflective essay that describes what they learned and how changes in the marketing mix components affected the overall marketing concept] 	<ul style="list-style-type: none"> Students will be formatively assessed by teacher feedback on reflective essay rubric. Students are expected to show adequate explanation of how changes in the marketing mix affect the overall marketing concept.

8. Design a new product for a given market segmentation	Creating	<ul style="list-style-type: none"> Beverage Segmentation Project [Students will create a new beverage and market it based on their assigned market segment] 	<ul style="list-style-type: none"> Students will be assessed summatively on the Beverage Segmentation Project by teacher feedback on Beverage Segmentation Rubric. 30 % of grade will be based on presentation and 70 % of grade will be for content. 70% or above shows mastery of project. Students who do not show 70% or above will complete remediation.
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**Copy grid as many times as necessary to organize a 6-8 week learning experience.*